

## Valley Center

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### Key Issues

- A large portion of the proposed northern village is undeveloped and has only a few physical constraints
- The commercial demand for the community is largely unmet, providing future development opportunities
- Focusing development within two primary village areas is a key concept for the community, but this requires the development of sewer infrastructure and a more extensive road network
- A wetland and golf course bisect the southern village, making additional north-south road connections more difficult to accomplish

### Planning Group Direction

- The commercial areas should be contained within the two village areas, with the exception of existing commercial uses outside the village areas
- The rights of existing commercial property owners should be respected
- Provide additional industrial land than currently designated by the existing general plan
- Industrial uses should be concentrated into distinct districts that are adequately buffered from surrounding development

The Planning Group's support for GP2020 is predicated on Board of Supervisor approval of the following three motions:

- Apply Village densities within village boundaries; limit densities within and adjacent to the villages; use 15 dwelling units per acre density to meet Valley Center's share of the affordable housing mandate, otherwise limit density to no more than 10.9 dwelling units per acre
- Provide adequate transportation and emergency services infrastructure in conjunction with the implementation of GP2020
- Adopt a fair, equitable, and practical equity mechanism to provide the highest degree of fairness for property owners impacted by GP2020, in conjunction with approval of GP2020

**Additional Staff Analysis/  
Recommendations**

Staff conducted an extensive town center planning process with significant community involvement. The Planning Group was also highly involved throughout the process, and with one exception, fully supports the staff recommended village concept plans.

Rationale is provided below to explain why the number of acres proposed for commercial, office, and industrial uses under GP2020 is significantly larger than projected by the ERA analysis. The ERA analysis does not take into account:

- Demand from adjacent communities, such as Pauma Valley
- Under GP2020, mixed-use development (residential/commercial) will be encouraged in commercial designated areas in villages.
- Land intensive industrial uses such as rock crushing operations and outdoor storage of industrial equipment
- The establishment of village areas include commercial lands designated to meet needs beyond 2020

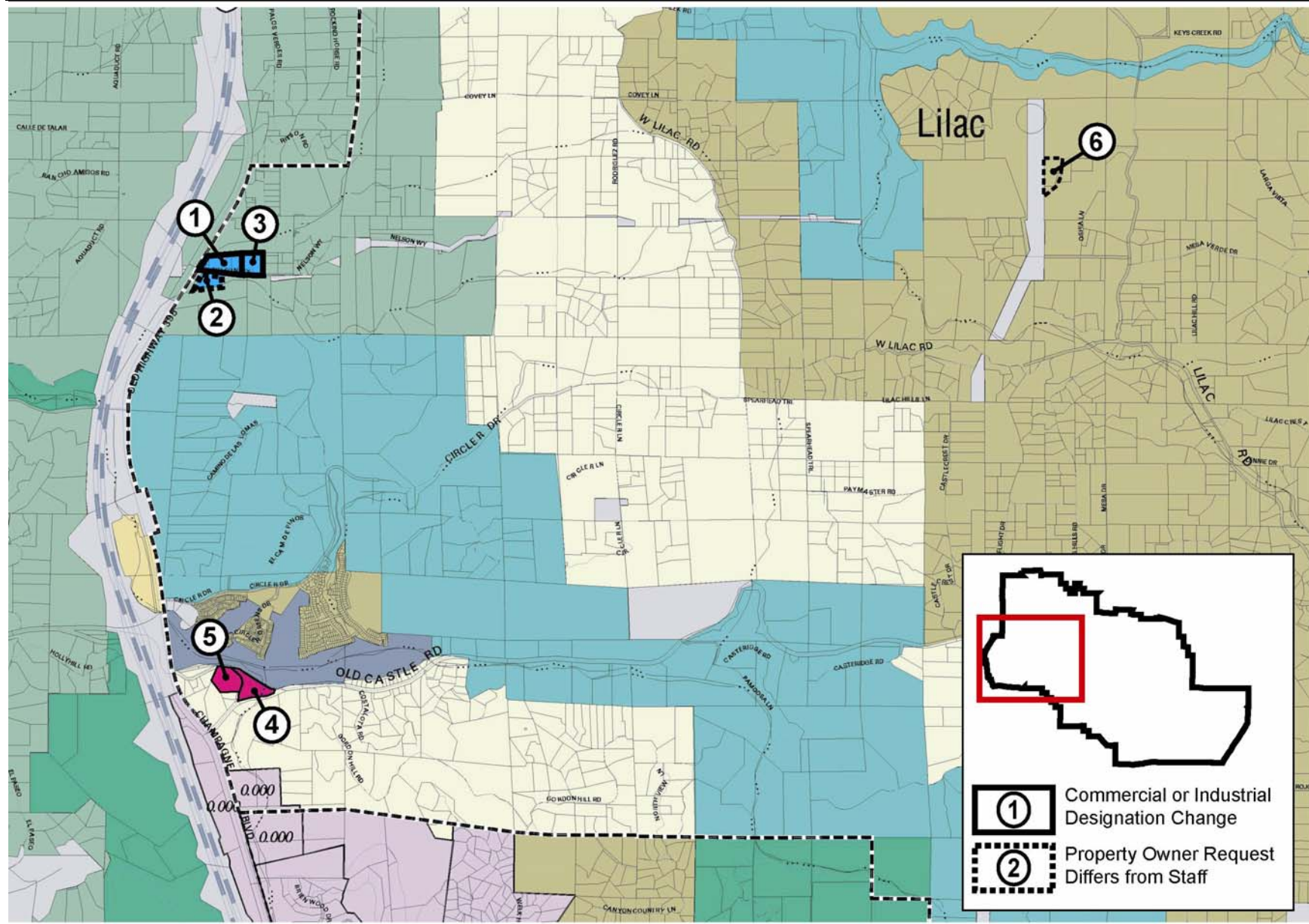
**ERA Needs Analysis**  
(all numbers in acres)

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	80	100	20	209	128
Industrial	31	125	94	94	63
Office	10	18	8	42	32

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*

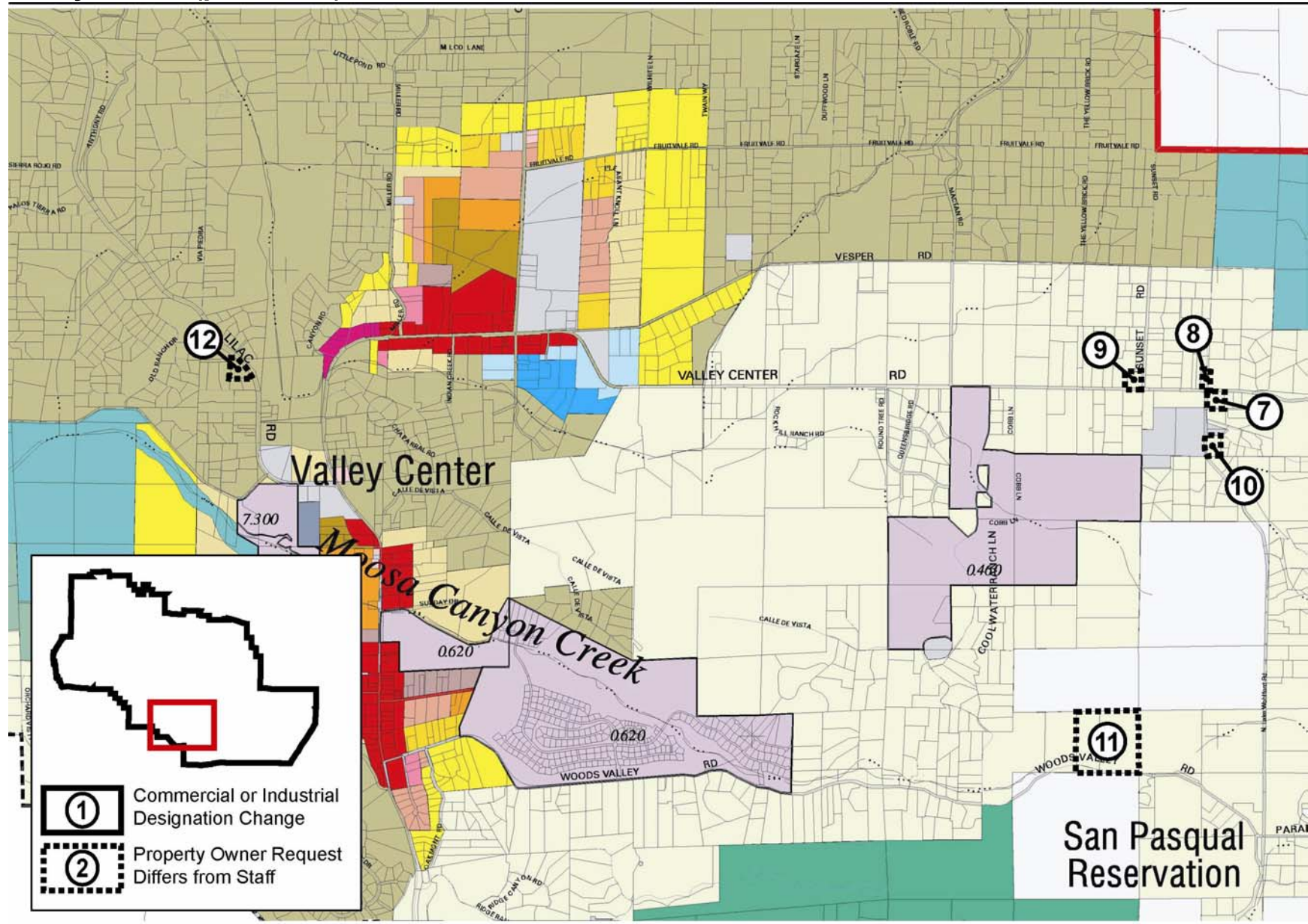
## Valley Center (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(I-2) Medium Impact Industrial	(I-2) Medium Impact Industrial	Expand industrial operations to include cement/asphalt batch plants <b>(Reilly)</b>	<i>Total Area:</i> Approx. 6 acres  <i>Current Use:</i> Romero Construction: Aggregate processing  <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> <li>• Site has good proximity to major roads</li> <li>• Steep topography separates area</li> <li>• Recognizes existing land use</li> <li>• Supported by Planning Group</li> </ul>
2	(I-2) Medium Impact Industrial  (SR-10) Semi-Rural Residential	(I-2) Medium Impact Industrial  (SR-10) Semi-Rural Residential	Commercial — wants to retain use as nursery <b>(Wilson)</b>	<i>Total Area:</i> 21.03 acres  <i>Current Use:</i> Nursery  <i>Existing GP:</i> (13) General Commercial (17) Estate Residential	<ul style="list-style-type: none"> <li>• Proposed industrial designation would allow existing use, but also enable establishment of an industrial district over the long term</li> <li>• Proximity to major roads</li> <li>• Steep topography adjacent to site obscures view to site from surrounding land uses</li> </ul>
3	(I-2) Medium Impact Industrial	(I-2) Medium Impact Industrial	No recommendation submitted	<i>Total Area:</i> 7.5 acres  <i>Current Use:</i> Equipment staging/storage and misc. industrial uses  <i>Existing GP:</i> (13) General Commercial (17) Estate Residential	<ul style="list-style-type: none"> <li>• Proposed industrial designation would allow existing uses to continue, but would also facilitate establishment of an industrial district over the long term</li> <li>• Proximity to major roads</li> <li>• Adjacent to existing industrial uses</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
4	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> 4.34 acres</p> <p><i>Current Use:</i> Restaurants, vacant building</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with surrounding semi-rural area</li> <li>• Existing uses are recognized with new designation</li> </ul>
5	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> Approx. 6 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with adjacent uses</li> <li>• Staff support Planning Group recommendation</li> </ul>
6	(SR-2) Semi-Rural Residential	Position not taken	Designation allowing pet boarding: horse, dogs, etc. <b>(Upano)</b>	<p><i>Total Area:</i> 5.87 acres</p> <p><i>Current Use:</i> Horticulture</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Site is outside the village and poorly served by infrastructure</li> <li>• Not currently accessible by paved roads</li> <li>• A commercial designation would allow many uses inappropriate for the area</li> <li>• A Use Permit could allow the requested land use, with limitations to ensure compatibility with surrounding land uses</li> </ul>

## Valley Center (portion of)



	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
7	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Residential/ Commercial ( <b>Olson</b> )	<p><i>Total Area:</i> 2.77 acres</p> <p><i>Current Use:</i> Residential/Orchard</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Site is located approximately 2.5 miles (three minute drive) from the North Village area</li> <li>Certain commercial uses could also be allowed with Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
8	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	General Commercial for entire parcel where outdoor storage is allowed ( <b>Tweed</b> )	<p><i>Total Area:</i> 1.4 acres</p> <p><i>Current Use:</i> Hidden Valley Pump Systems &amp; Private Residence</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Commercial use is permitted on portion of parcel currently zoned commercial</li> <li>Expansion of use would require a rezone or Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
9	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Designation appropriate for current use and potential new use (Feed Store) ( <b>Lincoln</b> )	<p><i>Total Area:</i> 2.55 acres</p> <p><i>Current Use:</i> Equipment/vehicle storage and overflow parking</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Parcel currently is zoned commercial, allowing existing uses</li> <li>Located in a rural area isolated from other office/commercial uses</li> <li>Commercial designation is not appropriate as this area is outside of the village</li> </ul>

	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
10	(SR-4) Semi-Rural Residential	(SR-4) Semi-Rural Residential	Commercial designation — existing residential use is adversely impacted by sheriff's station and high traffic volumes from casino and school <b>(Anvil)</b>	<i>Total Area:</i> 1.48 acres  <i>Current Use:</i> Residence  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Area is outside the village</li> <li>Additional commercial designations are not consistent with projected need. A change to commercial for this parcel would prompt adjacent parcels to request a change to commercial designation</li> </ul>
11	(SR-4) Semi-Rural Residential	(C-4) Rural Commercial: 15 acres with C40 zoning  (SR-4) Semi-Rural Residential: remaining ~23 acres	Designation appropriate for expanding operations to include banquet & education facilities, farm zoo <b>(Bates-Ness)</b>	<i>Total Area:</i> 37.82 acres  <i>Current Use:</i> Retail commercial, agriculture, and processing nuts  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Commercial designation would allow uses inconsistent to surrounding land uses and community character without requiring appropriate environmental review</li> <li>Existing MUP governs operations and could be modified to accommodate expansion. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> </ul>
12	(SR-2) Semi-Rural Residential	No position taken	Commercial- wants to expand and improve facilities for retail customers <b>(Jaffe)</b>	<i>Total Area:</i> 2.97 acres  <i>Current Use:</i> Mail order facility  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Not compatible with surrounding land uses</li> <li>Located outside of the village</li> <li>Requiring a Use Permit to expand commercial uses would provide more assurance that new commercial uses would be compatible to adjacent land uses</li> </ul>